



POSITION TITLE: Communication & Development Manager

REPORTS TO: Associate Director

SUPERVISES: Associate Development Director and Content Creator

COMMITTEE LEAD: Events

STATUS: Full-time, Exempt

SALARY: \$70,000-\$75,000

CLOSING DATE: Open until filled

ABOUT PRICKLY PEAR LAND TRUST

Prickly Pear Land Trust (PPLT) is a nationally accredited, robust regional land trust in Montana whose mission is to connect people to the land. Headquartered in Helena, Montana, and serving a four-county region, PPLT operates three main programs: Trails, Lands, and Community Conservation.

PPLT is a group of dedicated, passionate, ethical, and solutions-focused individuals. Human connections and relationships are at the core of their work and success. PPLT staff and leadership have built a Happy Trails culture that embodies: health, inclusivity, sustainability, connection, and fun!

PPLT is an equal opportunity employer and encourages People of Color, people with disabilities, and LGBTQ+ individuals to apply. Studies have shown that women, nonbinary folks, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. PPLT is committed to building a diverse and inclusive company and we are most interested in finding the best candidate for the job. PPLT would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.

For over 27 years, PPLT has had a deep history of partnerships with public and private landowners – projects over the years have built out a nationally renowned public land estate in Helena's South Hills, with one of the best trail systems in the region. Encompassing over 90 miles of trails, on a run, hike, or ride in the South Hills, you cross lands owned by the Forest Service, City of Helena, Bureau of Land Management, PPLT, and private citizens, but never leave a PPLT-influenced trail.

Through conservation easements and purchases, PPLT's private lands program partners with working ranch families to protect open space and habitat from subdivision and development. We make conservation a viable financial option.

In our Community Conservation program, PPLT expands access to nature close to home, helping to get folks outside regardless of age or ability. Delivering opportunities like those at Tenmile Creek Park and The Grove in East Helena - creek access, trails, and educational programming - to underserved segments of the community is key to expanding the "conservation tent".

The next 25 years will be a time of immense growth as the organization exponentially expands these three focus areas. With pillars such as innovation, adaptability, equity, inclusivity, and community first, PPLT will continue to transform its service area to meet the needs of an evolving region.

POSITION DESCRIPTION

Prickly Pear Land Trust is looking for a dynamic individual who embodies the Happy Trails culture and can manage the Communication and Development department. We are looking to hire an experienced individual to help us embark on a new level of growth and engagement. The manager will arrive at a time of organizational evolution and have the opportunity to build new approaches to fund development, communications, and events while also solidifying the systems and infrastructure that support organizational needs. You will inherit a strong team and community partnerships to execute PPLT's mission and goals. This role will expand PPLT's potential to match the pace of the organization.

The manager will be responsible for developing and implementing marketing, communication, and outreach activities. You will lead the brand and marketing strategy to advance the organization's programs and mission internally and externally. You will advance PPLT's storytelling with confidence, passion, and imagination. You will deepen established connections and shepherd them alongside organizational transformation. Adaptable, accessible, creative, and committed the Communication & Development Manager will work closely with the Associate Director to expand PPLT's reach within our four-county region.

RESPONSIBILITIES

Include but are not limited to:

Management

- Manage communication and development team to meet all department goals and organizational objectives
- Bring out the best in your team and foster a supportive, motivating, and collaborative dynamic
- Create and execute annual communications and development plan, seeking new and creative ways to engage and educate our community
- Write and monitor the department budget
- Establish and monitor benchmarks for measuring the growth and effectiveness of initiatives
- Your communication skills and social intelligence will elevate our ability to convene partnerships and broker a common community vision of conservation and trails throughout central-western Montana
- Your passion for our mission will translate into a strong working relationship with the Board of Directors and committee members, nurturing long-standing relationships, and identifying and cultivating new roles and resources
- Exceptional communication and writing skills are essential to the success of this position
- Supervise the preparation of talking points, speeches, presentations, and other supporting material as needed

Communication

- Maintain cooperative relationships with stakeholders, partners, sponsors, donors, and the community with outreach campaigns and targeted audience engagement strategies
- Craft strategy for consistent, compelling voice and messaging of the organization
- Use this voice to expand our social media presence and reach
- Forge external partnerships to co-brand, promote shared messaging, and build community
- Represent PPLT at select community events and meetings, grow new partnerships in underserved audiences

- Create, distribute, and maintain new and established print and digital materials that are compelling and timely for our: donor appeals, education collateral, eViews, newsletter, event PR & marketing, social media, website, annual report, press releases, photo and video
- Confirm accuracy in all digital and physical mailing lists
- Collaborate with programmatic staff to develop strategies, messaging, and collateral for print and electronic materials to support programmatic goals
- Identify media opportunities and implement campaigns around key programs and issues; develop and manage all media contacts, press releases, and op-eds
- Build relationships across multiple media platforms and avenues (television, print, digital, radio, etc.)
- Website oversight and management
- Merchandise and online store management
- Brand management and expansion

Development

- Guide development staff to design and implement effective strategies, messaging, and collateral to achieve fundraising goals
- Work with the whole team to harness momentum and build the communication and development program to fund the future
- Lead special events from conception through completion. Events include but are not limited to Don't Fence Me In Trail Race, Block Party, Harvest Moon, project celebrations, and other one-off needs. You will have your team, small committee, and established vendors to carry out successful events.

MINIMUM QUALIFICATIONS

- Passion for the outdoors and conservation
- Bachelor's degree or equivalent work experience, nontraditional experience is welcome
- At least 5-7 years of experience in a related field or position
- Experience managing a small team
- Genuine interest and ability to keep diversity, equity, and inclusion within your frame of vision at all times
- Embody the Happy Trails culture
- The ability to absorb, apply, and work creatively within PPLT's voice
- Prioritize tasks, work efficiently under pressure, and meet demanding deadlines in an often fast-paced environment
- Experience in persuasive and technical writing, editing, and proofreading
- Budget creation and management is a must
- Experience working and communicating with a wide range of people and backgrounds
- Experience working with databases, including managing and tracking data
- Preferred platform experience: Word Press, DonorPerfect, Constant Contact, Google Suite, Square (online store), Givergy
- Abide by PPLT's Code of Ethical Conduct
- Strong organizational skills and attention to detail
- Creative and forward-thinking

ADDITIONAL JOB INFORMATION

- This position requires some evening and weekend work time. This is an exempt position.

BENEFITS INCLUDE

- Paid Time Off: 20 days per year + 10 paid holidays
- Health Insurance and Health Savings Account contributions
- Simple IRA retirement contributions after 6 months of employment
- Eligible for a 3-month sabbatical after 5 years of continuous employment
- Collaborative work environment
- PPLT is a place where employees can be their authentic selves, and we value their lived experiences and expertise
- Flexible in-office and remote work policy

TO APPLY:

- Send a cover letter, resume, and 3 examples from your creative portfolio. Examples should showcase your abilities in different mediums and voices (ex: newsletter, video, social media content, etc.)
- Email all files to Associate Director, Rachel Rountree. rachel@pricklypearlt.org
- No phone calls, please.
- Applications are due November 27, 2023
- The position will remain open until filled